

Message Text

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PAGE 01 MADRID 07944 211944Z
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P 211913Z OCT 77
FM AMEMBASSY MADRID
TO SECSTATE WASHDC PRIORITY 2180
INFO AMCONSUL BARCELONA
AMCONSUL BILBAO
AMCONSUL SEVILLE

UNCLAS MADRID 07944

E.O. 11652: N/A
TAGS: BEXP, SP
SUBJECT: FY 1977 COUNTRY COMMERCIAL PROGRAM: FINAL REPORT

1. NO SIGNIFICANT DEVIATIONS FROM PLANNED ACTIVITIES; ALL
CAMPAIGN AND NON-CAMPAIGN ACTIVITIES WERE ATTAINED.

2. ASSESSMENT OF FY 1977 CCP AS FOLLOWS:

A. SEVEN OF THE ELEVEN CAMPAIGN CATEGORIES OF FY 1977
WERE CARRIED FORWARD TO FY 1978 CCP. ECONOMIC SLOWDOWN
IN SPAIN MEANT THAT PROSPECTS FOR U.S. EXPORTS OF CONSUMER
GOODS, METALWORKING EQUIPMENT AND ELECTRONIC COMPONENTS
WERE LESS PROMISING THAN LAST FISCAL YEAR. ELEVENTH
CAMPAIGN: "INDUSTRIAL SECTOR INFORMATION PROGRAM" WILL
CONTINUE IN FY 1978 AS NON-CAMPAIGN "SPECIAL EFFORT." IN
OUR VIEW, RESULTS OF FY 1977 CAMPAIGNS FULLY JUSTIFIED USE
POST RESOURCES.

B. NO SIGNIFICANT PROBLEMS WERE ENCOUNTERED IN ACCOMPLISH--
ING OBJECTIVES OF THE CCP. HOWEVER, THE DEPRESSED STATE
OF THE SPANISH ECONOMY RESULTED IN LOWER IMPORTS OF GOODS
IN SEVERAL CAMPAIGN CATEGORIES. THE FY 1978 CCP RECOG-
NIZES THIS REALITY AND THE CAMPAIGNS REFLECT INDUSTRIAL
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CATEGORIES OF RELATIVELY STEADIER IMPORT DEMAND.

C. THE LOW KEY FY 77 CCP WAS, OF COURSE, SUPPORTIVE OF
THE EMBASSY'S OVERALL ECONOMIC AND COMMERCIAL OBJECTIVES,
PARTICULARLY THOSE RELATED TO TRADE AND INVESTMENT.

D. THERE WERE MANY MINOR CHANGES FROM THE PERSONNEL AND

FINANCIAL RESOURCES CHARTS AS SET OUT IN SECTION V OF THE
FY 1977 CCP. IN OUR VIEW, THIS IS TO BE EXPECTED, AND,
IN ANY CASE UNAVOIDABLE. THEREFORE, WE BELIEVE THE
FORMAT OF THAT SECTION OF THE CCP TO BE SOMEWHAT
REDUNDANT ONCE OVERALL PERSONNEL AND BUDGET CEILINGS
ARE SET AND ONCE THE INDIVIDUAL CAMPAIGNS AND OTHER
ACTIVITIES HAVE BEEN DETERMINED. THE BASIC GUIDELINES
ARE USEFUL AND NECESSARY AS MANAGEMENT TOOLS, BUT
GOOD MANAGEMENT REQUIRES THAT WE SHIFT RESOURCES WITHIN
THE OVERALL FRAMEWORK WHEN ONE OR ANOTHER CAMPAIGN
MERITS MORE OR LESS ATTENTION THAN PERCEIVED AT THE
TIME THE CCP WAS PREPARED. EATON

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